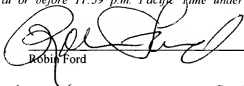


**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
AMENDMENT TRANSMITTAL LETTER**

*I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on August 31, 2009 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.*

  
Robin Ford

Applicant : John E. Lertzman, et al. Confirmation No. 3534  
Application No. : 10/612,518  
Filed : July 2, 2003  
Title : SYSTEM AND METHOD FOR COLLABORATIVE AFFINITY  
MARKETING  
  
Grp./Div. : 3688  
Examiner : Michael H. Goldman  
  
Docket No. : 50578/C995

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
August 31, 2009

Commissioner:

Enclosed is an amendment to the above-identified application.

CLAIMS AS AMENDED						
	Claims Remaining After Amendment	Highest Number Paid For	Number Extra Claims	Small Entity Rate	Large Entity Rate	FEE
Total Claims Fee	48	*47	1	1 x \$26.00	0 x \$52.00	26.00
Independent Claims	5	** 5	0	0 x \$110.00	0 x \$220.00	0
Multiple Dependent Claims ***				\$195.00	\$390.00	0
TOTAL FILING FEE						26.00
NO ADDITIONAL FEE REQUIRED	IF NO FEE REQUIRED, INSERT "0"					0
LIST INDEPENDENT CLAIMS: 1, 22, 38, 46 and 47						
* IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 20 OR LESS, WRITE "20" IN COLUMN 3 ** IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 3 OR LESS, WRITE "3" IN COLUMN 3 *** PAY THIS FEE ONLY WHEN MULTIPLE DEPENDENT CLAIMS ARE ADDED FOR THE FIRST TIME						

**Amendment Transmittal Letter**  
**Application No. 10/612,518**

X Please deduct \$26.00 from Deposit Account No. 03-1728 to pay the fees calculated above.

X A Petition for Extension of Time and the required fee are enclosed.

Other enclosures:

The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required by or to give effect to this paper to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By



Raymond R. Tabandeh  
Reg. No. 43,945  
626/795-9900

RRT/rjf